

## A Public Service Sale Constitution A Public Service Sale



New Sport Coats, \$25 and \$27.50

A number of decidedly smart models just in for the out-of-doors woman and miss, fashioned of the new Novotex fabric that is so well adapted to country club wear. The skirts are very full, the Suits being modeled along lines most approved by well-dressed women. The colors are hunters' green, oxford, rose and tan.

Prices \$25 and \$27.50 Taffeta Silk Suits, Special \$24.50

Stunning new garments in both tailored. belted and demi-tailored models, with wide. side-plaited skirts. These are in colors of navy and black, and are Suits that would sell regularly at \$35.00 and \$37.50; specially priced for Monday \$24.50

The Greatest Value of the Season! Beautiful New Suits at \$14.50

The most wonderful Suit values of the eason will be offered in our Garment 

The "Meadowbrook" Blouse at \$1.98

A new Sport Blouse of pongee, in white and the natural color. An entirely new and altogether charming Waist, and very specially priced for Monday at \$1.98. Also at \$8.75

Will be offered about 35 suits of serge and poplin-a figure that about represents their actual cost!

A Sale of Dresses at \$23.50 Formerly Priced as High as \$45

Among them many distinctive models of faille, gros de londre, taffeta, crepe meteor and crepes de chine-only one of a style! These were originally priced up to \$45.00, your choice Monday, at \$23.50

\$25 and \$30 Dresses at \$14.50 More of These Wonderful Dresses for Monday

Another opportunity to secure one of these remarkable dress offerings Monday! Every up-to-the-minute style and material to select from, and instead of \$14.50 \$25 and \$30, the price is .....

A New Crepe de Chine Waist at \$2.98

Heavy crepe de chine, with the "candy" stripe and the smart two-in-one collar. Exceptional A number of other special offerings in the Waist Store Monday, including some extraordi-vary values at \$1.00. Second Floor.

\$1.25 Infants' Dresses for 75c

White hand embroidered, splendid quality, samples, some two dozen only, various

Hand finished Infants' Dresses, long, on fine nainsook, embroidered, \$1.25

Others were up \$1.00 to \$2.75 value, for. All samples.

Stylish Black and White Checked Coats, belted, edged with blue; instead of \$2.25, the price will be \$1.85

Ages up to 6 years. Large lot of Children's Chambray and Gingham Dresses, in the newest styles, 33c to \$2.50. Second Floor.

Unusual Sale in Ladies' Neckwear

All the best and newest 50c Neckwear, such as lace and organdy vestees, and 29c others, for ......

Embroidered Batiste Collars, the newest and best styles, all 25c ones 121/2c

Men's Hemstitched Soft

Limerick Handkerchiefs, that sell for 10c, 4 25c Ladies' Linen Handkerchiefs, Irish embroidered; Main Floor.

Men's \$1 to \$1.15 Shirts for 75c Every new style, in soft,

with French cuff or launder-

men, wide flowing silk fourin-hands; 39c and 29c ones Main Floor.

Monday

for ..... 2c  $^{25c}$  Colorite, for coloring hats, bottle.... 16c25c Children's Sun-bonnets, for ...... 10c Shoe Trees, at, Washable Trimming

Braids, all colors, table full

to be sold for, piece at 6c 15c ones for Several gross Playing Cards; 25c ones for 15c

Lot of Dust Caps for 10c Others for only ..... Machine Needles, paper of 2 for ...... 3c

Armour's Toilet Soap 4c

15 pieces of the best and some satin striped, others brocaded, never sold for less than 25c the best price, white, black and light and dark colors, at, 162/3c yard .....



Dress Form

Main Floor.

Indispensable for home as well as pro-fessional dressmak-ers. Eliminates the expense and worry of dressmaking and

Assures a Perfect-Fitting Garment

Style illustrated is "Acme" Dress Form No. 219, made in four parts, and is adjust able to practically all figures by wheels at top. The price is \$4.95. Main Floor.

Monday, a Special HOUSEWARES
Sale of Needed HOUSEWARES Choice of \$1.25 to \$1.00 \$1.75 Articles for

A splendid opportunity to save money on many useful Housewares. Take your choice of the following at the one price-\$1.00:

\$1.50 Tapestry Serving Trays, glass covered, mahogany finished frame, brass side handles, rubber feet, \$1. \$1.50 Food Choppers; will pulverize, cut fine, medium or coarse, \$1.00.

\$1.25 Waffle Irons, high frame; fits over oil or gas range, \$1.00.

\$1.50 Heavy Galvanized Iron Wash Boilers, wood handles, large size, \$1.00. \$1.25 Nickel Plated Tea Kettles, plated on heavy gauge copper, \$1.00.

\$1.50 Medicine Cabinets, mirror door, inside shelf, white enameled, \$1.00.

\$1.50 Fireproof Casserole, 7 inches in diameter, fancy nickel-plated frame, side handles and feet, \$1.00.

\$1.25 Set of Aluminum Lipped Saucepans, set of 3 for \$1.00.

\$1.50 Aluminum Round Roaster, in two parts, \$1.00. \$1.25 Triangle O'Cedar

Mops, each \$1.00. \$1.50 Family Scales, weighs 24 pounds, by ounces, \$1.00. 75c Triangle O'Cedar Mops and one \$1.00 can Cedar Oil,

complete for \$1.00. \$1.50 Roller Skates, ball bearing; all sizes for boys and girls, pair, \$1.00.

Handsome Imported Laces,

Second Floor.

Venice, Plauan and other \$1.50 a yard, including bands and edges. Another lot were priced

up to 75c, will be sold 25c for, yard ........... Laces and Bands that were up to 50c, will be sold 10c

18-inch Shadow Laces will be sold for, yard 12//2c \$1.50 and \$2 Silk Shadow Allovers, yd. wide, \$1.00 yard ...... \$1.00 See what 5c will buy in the Lace Department Monday.

15c Embroideries for 9c Yard

Main Floor.

9-inch width, in batiste, open work, pretty designs-59c Inserted Hemstitched Ruffled Flouncing, 27 inches wide, beautiful de- 39c signs, yard .....

inches wide, made to sell at 69c, various new and 

Long Cloth, Maderia Embroidery and many other designs, sells for 15c 27 and 45-inch Embroider-

Buy Ribbons

When sold at such prices. It is doubtful whether they can be bought again. No manufacturer can live and make them at such prices.

of satin taffetas, moire and taffeta, the usual 25c ones, sold in the Notion Aisle, yard ..... 12//2c High grade of Moire Rib-

bons, 5-inch wide, in various shades of the season, 17c yard ..... Main Flor.

25c SatineLinings, 17c Also black lining 10c lawn, yard........ Percaline, the 20c 15c quality, for .......

Pearl Buttons, 5c A table full for selection-Another table full at, 3c

Handsome White Crochet Buttons; beauties, at 10c \$1 Kid Gloves, 75c

The best \$1.00 Gloves that we have ever sold-16-button Silk Gloves, double finger tipped; two-tone embroidery; black white and colors, at, pair 69c

Main Floor.

Monday we will show a new way of appreciating the many favors of the public of Richmond and its surroundings. We will present an opportunity seldom equaled in the retailing of first-class merchandise.

The whole country, owing to the European disturbance, is passing through a period of unusual and unnatural conditions, which is felt throughout the entire business circle of America.

A good store like ours must take advantage of every position, fortunate or unfortunate, that presents our public with an advantage that only a power such as this store can furnish. That is why we are enabled to inaugurate this sale at a period of the year when goods usually sell at full prices.

The sale embraces nearly every sort of goods from the Floor Coverings to the last stage necessary for women's wear. Cottons, Silk Goods, Ready-Made Garments, Underwear, Millinery, etc., all come in for special prices. Every department will contribute to this wonderful opportunity in the saving of hundreds of

The sale will take place for a period of at least one week. Every satisfaction in the purchase of merchandise meets with our usual and highest guarantee. You can watch for new prices and new wares daily.

65c Wash Silks, 44c Satin striped, in the shirt-

ing styles; 20 various effects: \$1.50 All-Silk Crepe de Chine Shirting \$1.25 will be ...... The 59c All-Silk Hand-These Notions for \$1.50 Laces, 50c vd Made Shirting, in striped effects, will be at 45c

89c yard wide Black Sat-Black Chiffon Taffeta, the

lowest ever retailed has been \$1.35, yard wide, **\$1.00** will be on sale for **\$1.00** \$1.50 yard wide All-Silk Black Faille, at, \$1.00

Pompadour Crepe de Chine, Dresden effects, 40 inches wide; instead of \$1.25 \$2.00, yard .....

Pussy Willow Crepe, in large polka spots, 40 inches wide, the best styles of the season; \$2.85 \$1.96 Yard wide Pompadour

hand-made Habutai; instead of 85c, at, 65c Main Floor.

Woolen Dress Fabrics for 371/2c Yard

Storm Serges, Diagonals, Imported Mercerized Sheer | Imperial Serges and Shep-Mull French-Like Embroid- herd Checks, reduced from

Silk and Wool Poplin, 42 inches wide, in black and all the new colors, \$1.00 Regular \$1.25 value.

French Novelty Serges, 56 inches wide, the newest \$1.98 cloths, in all the \$1.50 colors, yard .... Double Width French

Serges, will be sold 49c various new serges, at 50c only .....

Main Floor.

sold, a sheet  $2\frac{1}{2}$  50c yards .......

Ginghams, at, yard ..... 93/4c

8c Bleached Cot- 41/2c

The Red Seal Dress

and up.

The Cotton Department

will sell Mercerized Shantung Suiting, all the various beautiful colorings, at 25c Chiffon Voile, at, 25c yard ..... Gabardine Suiting, the newest of the season, up-todate wash fabrics, at, yard ..... 50c 121/2c Dress Ging- 8/2c hams, yard ......

French Linen, 50c yd For suits and skirts, 45 in. wide, in all the various col-

ors; instead of 75c. Turkish Bath Mats; \$1.50 ones, for \$1.00 only ..... 60-inch Mercerized Table Damask, in new de- 29c signs, yard ......... Main Floor.

White Gabardine for 25c Yard

Double width, and usually Imported Eponge Skirting, 54 inches wide, at, 98c

Imported White Pique Skirting, various width cords, for, yard ..... 19c Mercerized Chiffon Voile, for only ..... 121/2c 40-inch Seed Voile, the highest quality, at, 29c Linen Finished Batiste, full 40 inches wide, reduced

from 19c yard, for, 12//2c Cream Skirting, in the quality, now for 6/2c Dimity Checks, the 121/2c Main Floor.

Wash Fabrics band through center, short elaborate floral design; usu-

and ribbon trimmed.

The finest Merceriz- 19c ones for ..... 25c Fancy Ra-tine, Crepe, yd... 12/2c Main Floor. 50c Drawers for

embroidery ruffle, headed

at \$1.50 that we have ever known, all sizes-DeVoise Brassieres, Warner's and B. & J., all sizes, and

Several lots of Sanitary Aprons-39c ones for

50c ones for 50c ones for in 3 odors, per ounce ...... Mary Goldman's Gray Hair Restorer, bot- 88c

## Monday, A Clearance Sale of Imported Semi-Made Robes

Imported by us from Brussels. All the balance on hand will be closed out at

## Half Price and Less

There are beautiful models of net and lace and silk. At these prices they are wonderful bargains.

Original prices were \$24.50 to \$125.00. The Monday prices, \$10.00 to \$50.00.

There are also a number of \$12.50 Colored Net Robes to be sold at \$3.00 and \$5.00.

Several Embroidered Robes that were \$15.00 will be \$2.50. Main Floor.

for \$4.00.

things-

Rag Rugs-

18x36, for 35c.

27x54, for 95c.

9x12, for \$7.50.

piece of 40 yards.

ever before-

36x72, for \$1.35.

6x9 feet, for \$4.75.

\$4 Silk Umbrellas, \$2

Ladies' or Men's Pure Silk,

the highest grade that sells

only ..... \$2.50

\$2.00 and \$2.50 \$1.50

This House-Goods

Store

only the newest and prettiest

of all summer things, but at

special prices, with every

guarantee of the best in all

9x12 Matting Rugs, in new

New and Substantial Mat-

ings, sell from 16c to 25c, by

the piece or yard. There is a

slight deduction by the full

12 feet, various prices, \$4.25 to \$11.25.

Crex Rugs

and size at better prices than

Rugs for 32c, 42c and 69c.

porch, dining-room, etc .--

6x9, for \$3.35.

9x12, for \$6.50.

A full line of every kind

27, 36 and 54-inch Matting

Also a lot of new designs,

Fourth Floor.

Linoleum Rugs, for the

30c Cretonnes, 17c yd

Splendid quality in various

Wool Fibre Rugs, size 9x

designs, now for \$1.75

Without boast has not

Parasols, for.... Main Floor.

\$5.00 ones for

\$1.00 ones, for

only .....

Beautiful Corset Covers, 75c, 85c and \$1 Values, 59c

Made out of fine nainsook, combination of lace and embroidery, trimmed, novel ef-Neat Corset Covers, ribbon

sleeves; \$1.50 ones \$1.00 Imitation of the Convent Embroidered Petticoat, with a heavy embroidered scallop.

ally \$2.50, now for \$2.00 only ...... \$2.00 Some of this lot are of lace The newest this season's

\$5.50 Gowns for \$2.50 A lot of \$6.50 \$5.00 Ladies' Muslin Skirts, wide

with insertion, ribbon drawn, splendid quality, made to sell at 88c, special sale 50c only ...... Second Floor.

\$1.50 Standard Corsets, \$1.25 They are the best Corsets

regularly 50c, now for 39c

only ...... 25c 50c and 59c ones 38c for .....

Second Flor. These Toilet Articles 16-oz Peroxide of 10c for ...... 19c Keep Clean Hair Brushes; Payne's Imported Extracts.

lengths-Pretty and new yard 10c wide Scrims, yard ... Linen Couch Cov-\$1.00 ers,, each ...... Scrim Curtains, 21/2 and 3 yards long, with lace inser-

tion and edges, \$1.50 Lot of Tamboo Curtains, new designs, 3 yards long, instead of \$3.50, \$2.50 pair ..... \$2.50

## The Bargain Basement

Is the wonderful bargain spot, if we do say so, and we are not given to fluttery. There was never a spot anywhere in Virginia where there are such underprices for the standard pieces sold. This has been a great season for underprices; not all short lengths nor imperfect goods, but anything that the manufacturers or holders of goods wish to sell as underpriced goods in the Basement, which is filled just now from top to bottom.

121/2c Percale 53/4c A vast assortment of | White Goods-All of them new this The pretiest stenciled Curtain Scrim, at 43/4c season's productions. Good quality White Lawn, good enough for The Middy Blouse dress, at yard only ...... 43/4c Bleached Jeans, instead of 121/2c, yard ..... 73/4c 40-inch 35c Flax-on Voiles, yard .. 19c Good 10c Dress Ging-12-yard piece of English only ...... 41/2c \$1.25 Long Cloth, 93c

The finest 15c Cambric 15c White Mercerized only ...... 10c Percale, at yard Striped Madras, 11//2c 40-inch double width 1,200 yards English Figured Voile, 25c 15c and 35c ones, yard Long Cloth, at, 5//2c 21-4 yard wide Heavy Bleached Sheeting, to be

Yard wide Pajama Checks, instead of 8/2c These Beddings for the week sale as long as they

Heavy Bleached Sheets, I 81x90 inches, at **47c** Pretty Silkaline Comforts, double bed 88c size, each ...... Seco Silk Comforts, with 8-inch border, various designs; \$5.00 ones \$3.39 for ..... \$3.39 75c Feather Pillows,

> Boys' Clothing Every mother who wants

a good substantial, well made suit and would like for her boy to look stylish, can come now and buy their summer Wash Suits. The entire stock is in. We start the price at 50c, with easy advancing prices to \$2. We have never seen Bleached Pillow Cases, so many beautiful suits at 10c quality, for only ...... 6c the smallest price figure have ever known. the smallest price figures

Woolen Norfolk Suits, latest styles, 8 to \$3.44 \$6.50 All-Wool Blue Serge Perfect Tailored 

every variety, all underpriced, perfect in every respect, from 3Sc to \$1.50. They should be values to

with feather proof-47c Other Special Bargains Women's Extra Size Gauze Vests, 121/2e 7c ones for .....

The \$1.00 Silk-like Petticoats, in black 59c and colors, for .... Women's Muslin Gowns, lace trimmed, for 28c

Children's Tub Dresses, for ..... 33c Women's Gauze Union

Suits, lace trimmed, 25c